



MEMORANDUM:

TO: Prospective Pigeon Forge Lodging Partners
FROM: Ripken Pigeon Forge
DATE: September 13, 2017
RE: RFP The Ripken Experience Pigeon Forge

The Ripken Experience Pigeon Forge ("RPF") is preparing for the 2018 season. Our goal is to build a manageable portfolio of diverse options for our customers including traditional hotels, cabins, and condos.

Background Information:

The RPF year runs from March through Mid-November, with 2018 projections as follows:

- 30-90 High School and/or College Softball teams for "spring training" during March/April
- Approximately 600 youth baseball teams for weekend (2 or 3-night stay) events throughout the season
- Approximately 250 youth baseball teams for week-long (6 or 7-night stay) tournaments in June - Aug

Depending on sport and age group, teams generally average between 13-16 members. Youth teams also bring an average of 2-3 additional family members with them. More than 90% of teams come to RPF from outside the immediate vicinity and require lodging.

Lodging Program:

To streamline our process and maximize value for RPF lodging partners ("Partners"), we've simplified and limited access to this program. Lodging partners will pay RPF an annual fee of \$6,000.00 There **is no additional commission fee payable to RPF**, nor any associated administrative burdens. Partners will be identified via online logo displays, which will be limited to twelve (12) such tiles.

Partners will receive:

- Identification online as one of a limited number of preferred RPF Lodging Partner
- Online display of your logo (hyperlinked to your landing page), phone number and short blurb

Requirements:

- Properties must be located and licensed within the City Limits of Pigeon Forge
- The customer must receive the best available rate
- Completing the RFP does not "guarantee" selection
- Property must be in good standing with RPF and the City of Pigeon Forge
- Property must meet Ripken brand standards

If you are interested in being considered for this program, please return the enclosed Application Form/RFP by **September 29, 2017** to David Bounds at dbounds@ripkenbaseball.com. Questions are welcome.



Lodging Partner Application Form

Business Name: _____

Primary Contact: _____

Email: _____ Contact Phone: _____

Property Address: _____

Phone # for Guests (800 Number if applicable): _____

Property Website: _____

Preferred time to schedule a property visit? _____

Are you willing to offer the Ripken Experience complimentary rooms for business use during the shoulder seasons?

Yes or No (circle one)

If Yes, how many (annually) and under what conditions? _____

This constitutes a request for partnership between the property named above and The Ripken Experience for the 2018 season. If selected a detailed contract will be drafted and returned to the individual property to be executed.

Lodging Partner Management Name: _____

Title: _____

Lodging Partner Management Signature: _____

Date: _____